



WISCONSIN FARM REPORTER

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- Farm Labor

This Farm Reporter contains the results from the following surveys. Thanks for your help!

**Milk Production Report
Monthly Cold Storage
Cranberry Report
Mushroom Report
Labor Report**

July Milk Production

In July 2010, Wisconsin milk production rose 2 percent to total 2.27 billion pounds. Milk per cow averaged 1,795 pounds, up 30 pounds from last year. There were 1.26 million milk cows in the state during July. This was 1,000 more than the previous month and 6,000 more than last July. As of August 1, 2010, Wisconsin had 12,668 licensed milk cow herds, down 37 from the previous month and down 410 from last August.

Total milk production in the 23 major states was 15.3 billion pounds in July. This was an increase of 3 percent from the previous year. Production per cow rose to 1,830 pounds, 59 pounds more than last July. The number of milk cows in the major states totaled 8.37 million head, up 19,000 from June but down 26,000 from last July.

Eighteen of the 23 major milk producing states had higher milk production when compared with last July. Four states had lower production, and one state, Colorado, was unchanged. California and Idaho production both grew by 5 percent. Michigan, New Mexico, and Texas all had a 3 percent rise in production.

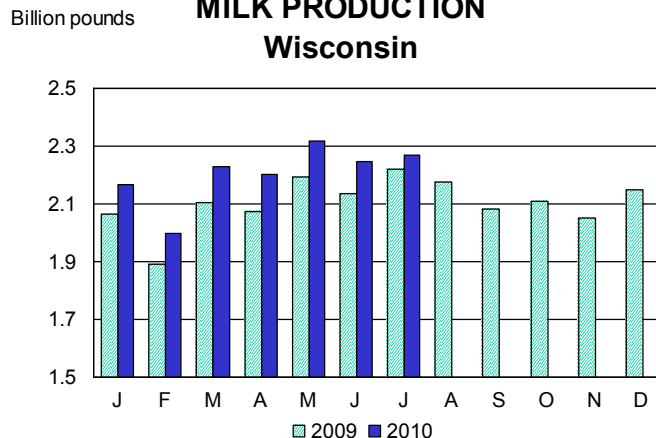
The change in cow numbers was mixed across the states. Idaho and Texas both had 5,000 more cows than in June, while Wisconsin and New York both added 1,000 cows. Michigan, Minnesota, and Pennsylvania had no change in cow numbers from the previous month, while California and New Mexico all had 1,000 fewer cows.

July Milk Production

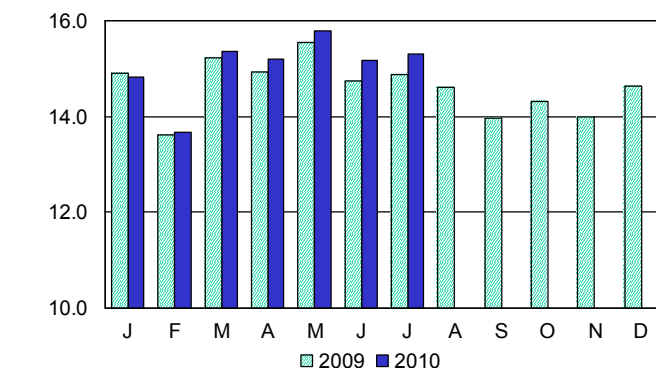
State	Milk cows 1/		Rate per cow 2/		Production 2/		Production % chnge
	2009	2010	2009	2010	2009	2010	
	Thousand head		Pounds		Million pounds		Percent
WI	1,257	1,263	1,765	1,795	2,219	2,267	+2
CA	1,790	1,749	1,815	1,945	3,249	3,402	+5
ID	550	567	1,930	1,970	1,062	1,117	+5
MI	356	359	1,945	1,980	692	711	+3
MN	469	470	1,670	1,690	783	794	+1
NM	321	324	2,050	2,095	658	679	+3
NY	621	611	1,735	1,800	1,077	1,100	+2
PA	545	541	1,640	1,680	894	909	+2
TX	423	415	1,700	1,775	719	737	+3
23-state total	8,397	8,371	1,771	1,830	14,867	15,316	+3

1/Includes dry cows. Excludes heifers not yet fresh. 2/Excludes milk sucked by calves. Source: USDA, NASS, WI FO.

MILK PRODUCTION Wisconsin



MILK PRODUCTION 23 Selected States



Lamb and Mutton Production at Record Low for July

Commercial red meat production for the United States totaled 3.96 billion pounds in July, down 4 percent from the 4.12 billion pounds produced in July 2009.

Beef production, at 2.23 billion pounds, was 2 percent below the previous year. Cattle slaughter totaled 2.90 million head, down 1 percent from July 2009. The average live weight was down 9 pounds from the previous year, at 1,273 pounds.

Veal production totaled 10.9 million pounds, 1 percent above July a year ago. Calf slaughter totaled 75,100 head, down 6 percent from July 2009. The average live weight was up 21 pounds from last year, at 251 pounds.

Pork production totaled 1.70 billion pounds, down 7 percent from the previous year. Hog kill totaled 8.47 million head, down 7 percent from July 2009. The average live weight was up 2 pounds from the previous year, at 269 pounds.

Lamb and mutton production, at 12.8 million pounds, was down 8 percent from July 2009. Sheep slaughter totaled 197,400 head, 5 percent below last year. The average live weight was 131 pounds, down 4 pounds from July a year ago.

January to July 2010 commercial red meat production was 27.8 billion pounds, down 2 percent from 2009. Accumulated beef production was down 1 percent from last year, veal was down 2 percent, pork was down 4 percent from last year, and lamb and mutton production was down 3 percent.

July 2009 contained 23 weekdays (including one holiday) and 4 Saturdays. July 2010 contained 22 weekdays (including one holiday) and 5 Saturdays.

Commercial Red Meat Production, United States 1/

Type	July 2009	June 2010	July 2010	Jan - July 2/		Change from last year
				2009	2010	
	Million pounds					Percent
Beef	2,271	2,321	2,230	15,121	15,030	-1
Veal	11	11	11	79	77	-2
Pork	1,829	1,832	1,702	13,132	12,611	-4
Lamb & mutton	14	14	13	98	95	-3
Total red meat 3/	4,125	4,177	3,956	28,430	27,814	-2

1/Based on packers' dressed weights and excludes farm slaughter.

2/Accumulated totals and percentages based on unrounded data. 3/Totals may not equal sum of the parts due to rounding. Source: USDA, NASS, WI FO

Commercial Slaughter 1/, July 2010

Species	Wisconsin	Change from last year	U. S.	Change from last year
	1,000 hd	Percent	1,000 hd	Percent
Cattle, all	135.6	-6	2,900.2	-1
Calves	7.4	2/	75.1	-6
Hogs, all	41.8	-9	8,469.2	-7
Sheep and lambs	1.2	+50	197.4	-5

1/Excludes farm slaughter. 2/Data not published to avoid disclosing individual operations. Source: USDA, NASS, WI FO

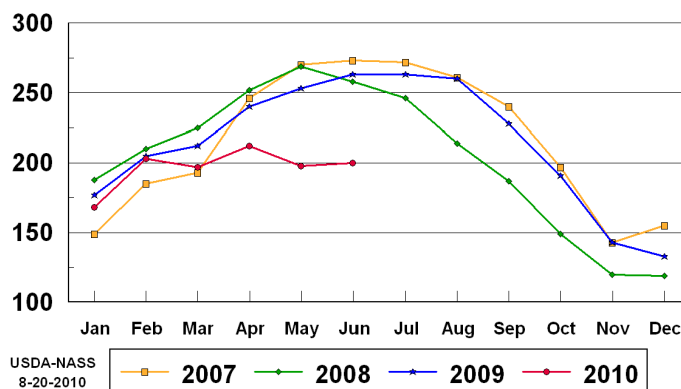
Cold Storage Stocks, United States

Commodity	July 31, 2009	June 30, 2010	July 31, 2010	Change from last year
				Percent
	1,000 pounds			
CHEESE				
American	605,022	627,003	638,584	+6
Swiss	23,270	26,978	28,037	+20
Other natural	371,879	371,293	382,146	+3
Total	1,000,171	1,025,274	1,048,767	+5
BUTTER	262,782	197,601	199,634	-24
FROZEN				
Beef	444,807	374,223	388,327	-13
Pork	539,700	412,983	391,252	-28
Chicken	681,409	663,288	672,786	-1
Turkey	641,060	507,174	502,014	-22

Source: USDA, NASS, WI FO

Butter - United States Cold Storage Stocks, 2007-2010

Million Pounds



Cranberry Production Up 6 Percent Nationally

The forecast for Wisconsin's 2010 cranberry crop is 4.35 million barrels, up 10 percent from last year.

If realized, this will be the second largest production level on record for Wisconsin. Reports of winter damage and poor pollination were minimal. A few reports indicated concern over too much rain this season. An early spring and warm, humid days have kept

the crop ahead of normal and in good condition this season.

U.S. cranberry production is forecast at 7.35 million barrels, up 6 percent from 2009. If realized, this will be the second largest production on record. Wisconsin, the largest producer, is expected to grow 59 percent of the national crop in 2010.

The second-largest-producing state, Massachusetts, is forecast to produce 1.95 million barrels in 2010. This is 7 percent higher than last year, but 18 percent lower than 2008. Growers in Massachusetts reported that above normal temperatures during June and the first half of July aided pollination, however, some reported that the above average temperatures combined with lack of moisture have reduced the potential of this year's crop. New Jersey is anticipating a cranberry crop of 530,000 barrels, down 5 percent from 2009, but 4 percent above 2008. Despite the crop being reported as in good condition growers expressed concern of potential sun scalding of fruit due to above normal temperatures. Oregon is forecast to produce 385,000 barrels in 2010, down 10 percent from 2009 and down 4 percent from 2008. Production is down due to freezing temperatures that damaged buds in December, followed by a cold and wet spring that delayed the crop. The Washington cranberry crop is forecast at 135,000 barrels, a decrease of 16 percent from last year, but 24 percent above 2008. The crop has experienced very poor growing conditions with a wet, cold spring resulting in poor pollination and small berry size.

**Cranberry Production
2008-2009 and Forecasted 2010**

State	2008	2009	2010
	Barrels 1/		
WI	4,470,000	3,950,000	4,350,000
MA	2,374,000	1,817,000	1,950,000
NJ	512,000	555,000	530,000
OR	400,000	430,000	385,000
WA	109,000	161,000	135,000
US	7,865,000	6,913,000	7,350,000

1/ A barrel weighs 100 lbs. Source: USDA, NASS, WI FO

U.S. Mushroom Sales Value Down 4 Percent

Sales of the 2009-2010 U.S. mushroom crop were 793 million pounds, down 3 percent from the 2008-2009 season. Value of sales for the 2009-2010 U.S. mushroom crop were \$925 million, down 4 percent from the previous season. The average price was \$1.17 per pound, unchanged from last season. The number of growers, at 312, was up 23 from last season. The 2009-2010 mushroom season ran from July 1, 2009 to June 30, 2010.

Value of sales for U.S. Agaricus mushrooms totaled \$886 million, down 3 percent from the previous season. The average price was \$1.14 per pound, up 1 cent from 2008-2009. Producers sold 778 million pounds of Agaricus mushrooms, with 86 percent sold for fresh market.

Growers in the Central region (Illinois, Missouri, Oklahoma, Texas, and Wisconsin) sold 77.4 million pounds of Agaricus mushrooms, up 4 percent from 2008-2009. The regional price averaged \$1.73 per pound, once again the highest in the country. Value of sales for the Central region was \$134 million, an increase of 6 percent from the previous year.

Shiitake, Oyster, and other specialty mushroom sales in the U.S. totaled \$39.0 million, down 19 percent from the 2008-2009 season. The average price was \$2.56 per pound, down 48 cents from the previous season. Producers sold 6.32 million pounds of Shiitake mushrooms, a decrease of 3.13 million pounds. Oyster mushroom sales increased 14 percent to 5.78 million pounds.

Mushroom Production, United States

Variety	Volume of sales		Value of sales	
	2008-2009	2009-2010	2008-2009	2009-2010
	1,000 pounds		1,000 dollars	
Agaricus	803,896	777,914	910,658	885,792
Shiitake	9,458	6,324	30,146	17,390
Oyster	5,057	5,782	12,448	14,769
Other	1,364	3,172	5,644	6,909
Total	819,775	793,192	958,896	924,860

Source: USDA, NASS, WI FO

Farm Labor

The Lake region (Wisconsin, Michigan, and Minnesota) employed 64,000 agricultural workers during the week of July 11 - 17, 2010. All three of the Lake states had wet field conditions during the reference week. This helps explain the 16 percent drop in the number of workers compared to the week of July 12 - 18, 2009.

The average number of hours worked per employee in the Lake States was 34.4. The average wage rate for all hired agricultural workers was \$11.10 per hour, up 6 cents from the July 2009 reference week. An employee is classified as a livestock worker if they are hired to primarily tend livestock, milk cows, care for poultry, or operate machinery on livestock farms. Livestock workers in the Lake region earned an average of \$9.47 per hour during the reference week. If an employee is hired primarily to plant and harvest crops, including operating machinery on crop farms, they are considered a field worker. Field workers in the Lake Region averaged \$11.09 per hour during the July reference week.

There were 1.24 million people hired on U.S. farms and ranches the week of July 11 – 17, 2010. Of these workers, 894,000 were hired directly by farm operators. The remaining 350,000 people were hired for agricultural services. Some examples of agricultural service workers are people who do custom harvesting, veterinarians, and artificial insemination technicians. The average number of hours worked for all hired workers was 41.0. Farm operators paid their hired workers an average wage of \$10.82 per hour, up 16 cents from the July 2009 reference week. Field workers earned an average of \$10.12 per hour, while livestock workers averaged \$10.19 per hour.



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